

New Order

Agency: Mundy Katowitz Media
Office: Washington
Client: 321 - Priorities USA Action
Product: 340 - Issue
Piggyback Product:
Estimate: 1563 - Priorities USA Action TV & Cable 10-2 to 10-8

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 8/24/2012 9:26:57 AM

Flight Start: 10/02/2012
Flight End: 10/08/2012
Hiatus:

Airtime Dollars: \$60,550.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$60,550.00
Total Spots: 38

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2264960
Status: New

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/2	10/3	10/4	10/5	10/6	10/7	10/8	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 6A-7A GOOD-WASH 600A<	EM	\$1,000.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
2	TuWThFM 7A-9A GD MRN AMR- ABC<	EM	\$1,800.00	C	30	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00
3	Sa 7A-8A GMA SAT	WK	\$850.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
4	Su 8A-9A GMA SUN	WK	\$750.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
5	TuWThFM 9A-10A LIVE WTH KELLY<	DT	\$900.00	C	30	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
6	TuWThFM 10A-11A RACHAEL RAY<	DT	\$800.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
7	TuWThFM 11A-12P VIEW-ABC<	DT	\$1,300.00	C	30	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00
8	TuWThFM 12P- 12:30P ABC7 NWS AT 12AVG. ALL WKS	DT	\$1,200.00	C	30	1	0	0	1	0	0	1	3	0	\$0.00	0	\$0.00
9	TuWThFM 12:30P- 1P MILLIONAIRE	DT	\$900.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00

New Order (Page 2)

Agency: Mundy Katowitz Media	Station: WJLA-TV	Order ID: 2264960
Client: 321 - Priorities USA Action	Product: 340 - Issue	Estimate: 1563 - Priorities USA Action TV & Cable 10-2 to 10-8
Flight Start: 10/02/2012	Flight End: 10/08/2012	Received in ePort: 8/24/2012 9:26:57 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total			
						10/2	10/3	10/4	10/5	10/6	10/7	10/8	Spots	Rtg	CPP	Imp	CPM
10	TuWThFM 1P-2P CHEW-ABC<	DT	\$900.00	C	30	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00
11	TuWThFM 3P-4P ANDERSON	EF	\$1,200.00	C	30	1	0	0	1	0	0	0	2	0	\$0.00	0	\$0.00
12	TuWThFM 4P-5P KATIE	EF	\$1,700.00	C	30	0	0	0	0	0	0	1	1	0	\$0.00	0	\$0.00
13	TuWThFM 5P-6P ABC7 NWS AT 5<	EN	\$1,800.00	C	30	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<	EN	\$2,000.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00
15	TuWThFM 6:27P-6:30P ABC7 NWS AT 6<	EN	\$3,500.00	C	30	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00
16	Su 6P-7P ABC 7 NEWS	PT	\$1,600.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
17	TuWThFM 7P-7:30P WHEEL-FORTNE<	PT	\$4,000.00	C	30	1	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00
18	TuWThFM 7:30P-8P JEOPARDY<	PT	\$5,000.00	C	30	0	0	1	0	0	0	0	1	0	\$0.00	0	\$0.00
19	Sa 7P-7:30P WHEEL-FORTUNE	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
20	Sa 7:30P-8P JEOPARDY	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
21	TuWThFM 11:35P-12:05A NIGHTLINE	RT	\$1,700.00	C	30	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00
22	Su 11P-12A ABC7 NEWS	LF	\$1,600.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00
23	Sa 12:05A-1:05A CASTLE	RT	\$450.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
Total Spots:						6	5	7	6	4	3	7	38				
Total GRP:						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Cash\$ - Spots: \$60,550.00 - 38						Trade\$ - Spots: \$0.00 - Total Cost: \$60,550.00						Total CPP/CMP: \$0.00					
						0											

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Priorities USA Action

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

Date Spent Kataran Signature _____ Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Barbara Monares B Monares AE
Signature Printed Name Title